



State of Wisconsin
Governor Scott Walker

Department of Agriculture, Trade and Consumer Protection
Ben Brancel, Secretary

DATE: June 23, 2016

TO: Board of Agriculture, Trade and Consumer Protection

FROM: Ben Brancel, Secretary
Sandy Chalmers, Assistant Deputy Secretary

SUBJECT: Website revitalization project

TO BE PRESENTED BY: Sandy Chalmers, Assistant Deputy Secretary
Ashley Andre, Policy Initiatives Advisor

RECOMMENDATION: This is for informational purposes only. No Board action is required.

SUMMARY / BACKGROUND:

In 2013, the Wisconsin Interactive Network, LLC (WIN) signed a five-year agreement to provide self-funded eGovernment services to the state and manage the state's web portal at Wisconsin.gov. WIN is part of NIC, which has provided similar services in other states. The Department signed a Statement of Work with WIN in August 2015 to begin the agency website revitalization project.

The project began with an evaluation of our current website content and use of analytics data to determine the best navigation. Staff were trained as content authors, populated the content and completed user acceptance testing. The go live date for the website was set for June 26, 2016.

The Department website was built at no cost to the agency. As part of the project, a governance policy and style guide were created to ensure long-term quality of the website. A communications plan was implemented to provide information to staff, stakeholders and customers.

Some of the advantages of the new website include:

- Reorganized three-tier navigation.
- Responsive design allowing customers to access the website on tablets and mobile devices.
- A content management system that allows Department staff to manage and update content.
- Templates, logos and fonts to facilitate coherence with other state websites.
- Prominent google search on each page.
- Technical support available via phone and email 24/7/365.

The Department's website serves as our primary communication tool to carry out the agency's mission. While the Department has many diverse responsibilities, it is one agency with one unified public website. This website was written with the audience in mind and provides relevant information that will help visitors to accomplish their goals.

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